

THE SESS10N

Transforming Sales through Data & AI with Salesforce



Today's Agenda

Introduction

1. Getting started
2. Guided Discussion – identify major challenges in enabling AI
3. Insights solving challenges – concepts

Outlook Salesforce & DICONIUM

Key takeaways

Lunchtime 🍽️

Your Hosts



Michael

Salesforce
Consultant



Anja

Senior
Consultant IT &
Lead Salesforce
Competence
Center



Andreas

Director digital
consulting -
Salesforce



Liesel

Senior
Director
Solution
Engineering
Salesforce



Sebastian

Senior
Solution
Engineer
Salesforce



Salesforce at DICONIUM

FOCUS



Sales Cloud



Service Cloud



Marketing Cloud



Commerce Cloud



Data Cloud



Automotive Cloud



Tableau



Mulesoft



Einstein

GLOBAL DELIVERY APPROACH



Governance	██████████		
Strategy	██████████		
Consulting	██████████		
Development	██████████	██████████	██████████
Testing		██████████	
Operations		██████████	

EXPERTISE

2019

Partner since

190+

Employees in Salesforce Competence Center

200+

Salesforce Certifications (all kind of services)



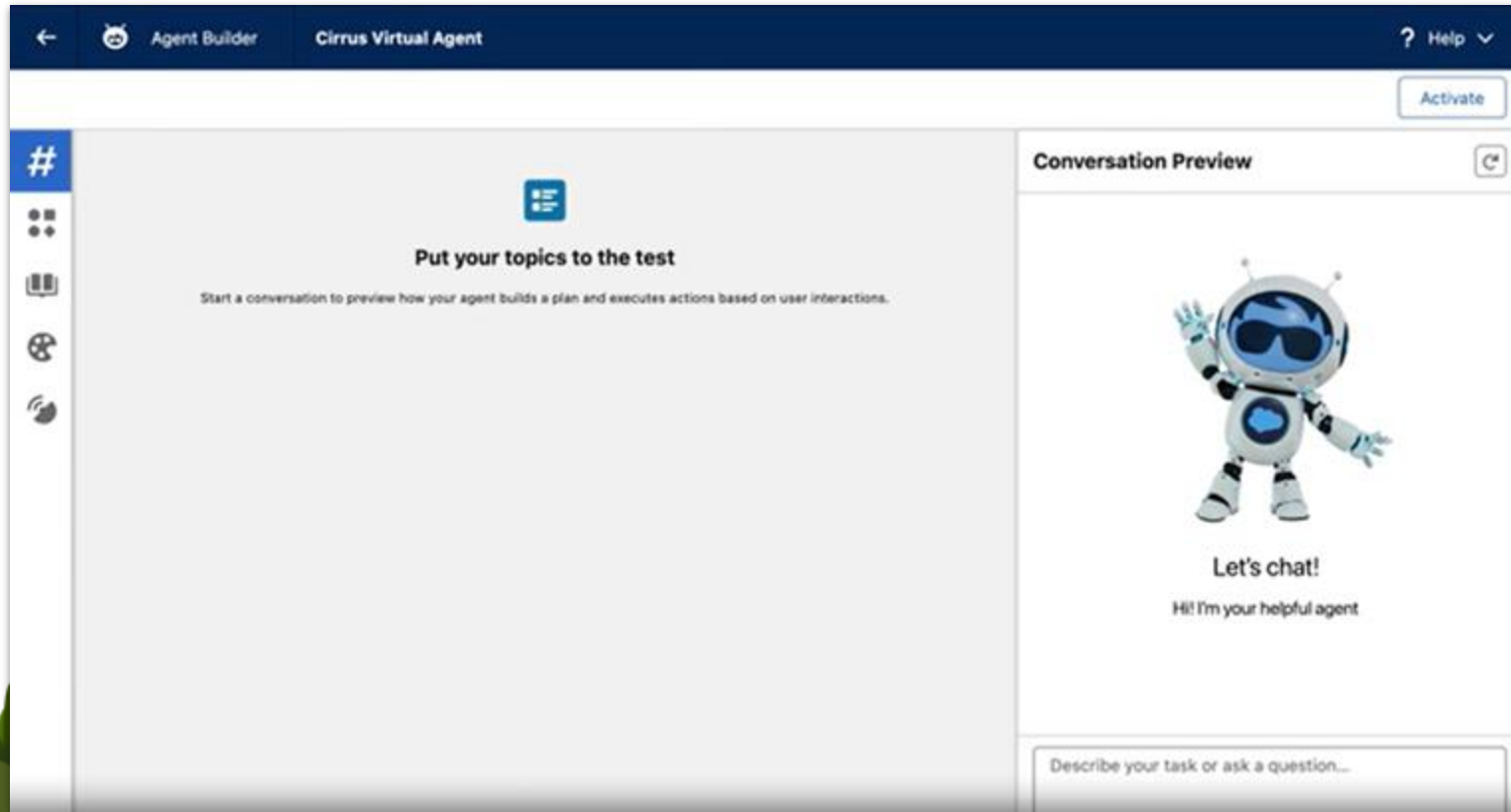
Agentforce

Let's have a look!



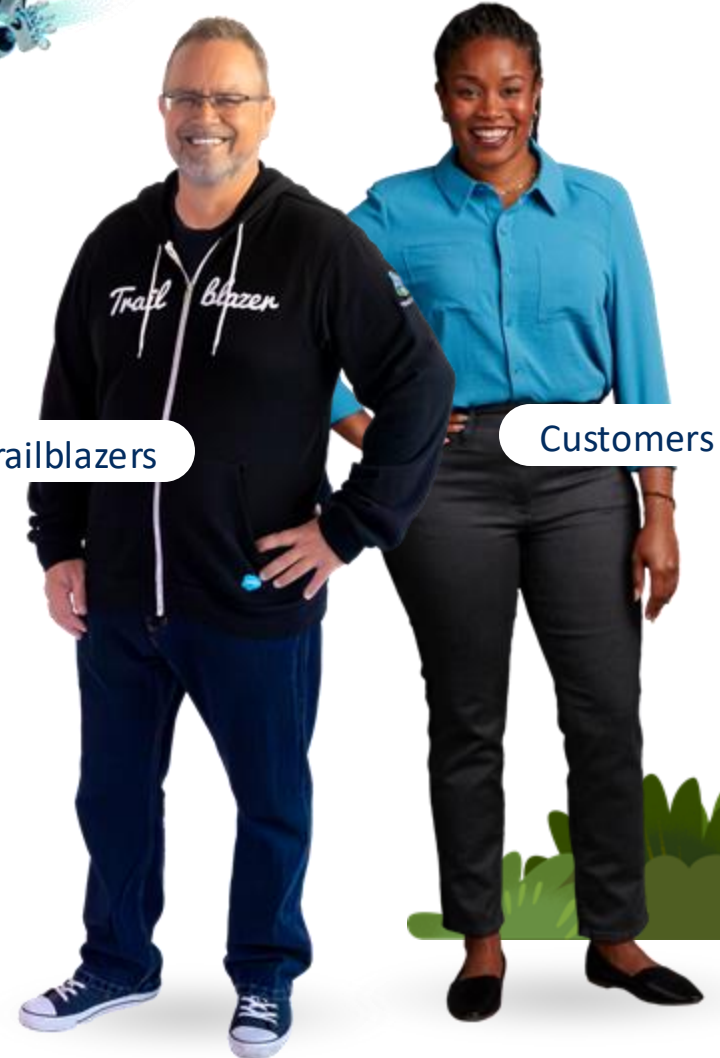
DICONIUM

salesforce



Trailblazers

Customers



KI-Strategie & Einstieg

Integration von KI in Arbeitsabläufe

Herausforderungen

- "Hausaufgaben", Daten, z.B. B2B Customer Data
- Transparenz, Akzeptanz von/bei Kunden
- Service-Erfahrung aus Kund:innen-Sicht nicht immer angenehm
- Vertrauen nicht vorhanden, Skepsis
- Interne Offenheit für Veränderungen, Widerstand, interne Akzeptanz
- Angst vor Technologie und Ersetzbarkeit
- "Technologie der Technologie wegen einführen", Kultur
- Risiken

Lösungsansätze

- Managementfokus und -commitment
- Einsteigen in KI über Businessziele, über heutige Schmerzpunkte in Geschäftsprozessen
- Change Management, Portfolio Management
- Mehrwerte aufzeigen:
 - "lästige Tätigkeiten" loswerden, Zeit schaffen für wertstiftende Aufgaben
- Geschwindigkeit und Effektivität steigerbar
- Nutzen vs. Kosten transparent machen, messen
- Ausprobieren können, Trainings und Ideenwettbewerb

How would you rate your organization in terms of maturity when it comes to AI?

DICONIUM

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Spread out around the room

to the front
beginning
the journey

to the back
accomplished
first goals

**Look on the flipcharts,
which fits the most to
your current challenge
and why?**

“Assign” yourself to a flipchart

Let us talk about what
DICONIUM and
Salesforce can do to
solve your challenges

Let us show you the concepts

DICONIUM





What Now?

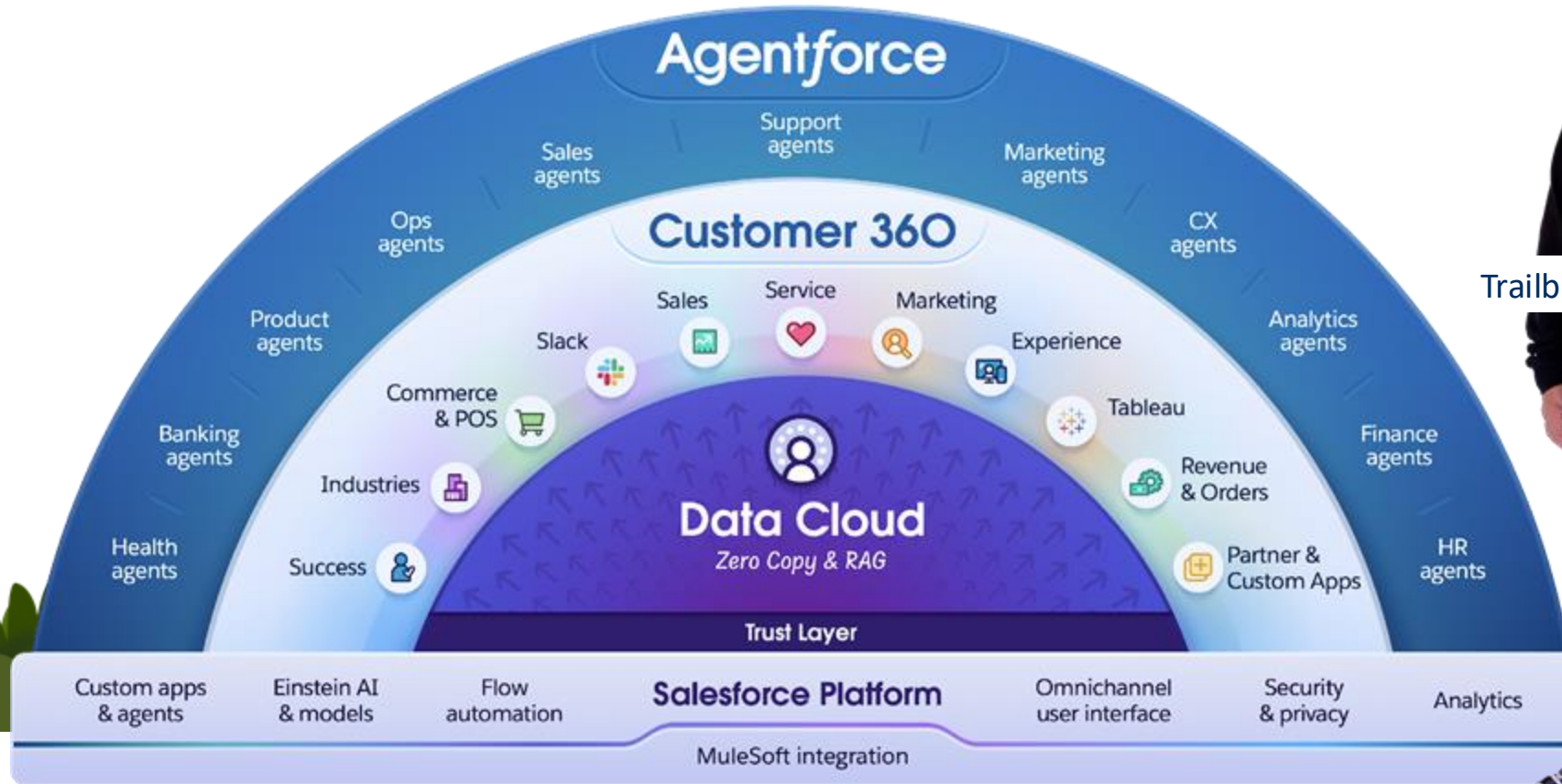
Agentforce

What AI was meant to be.



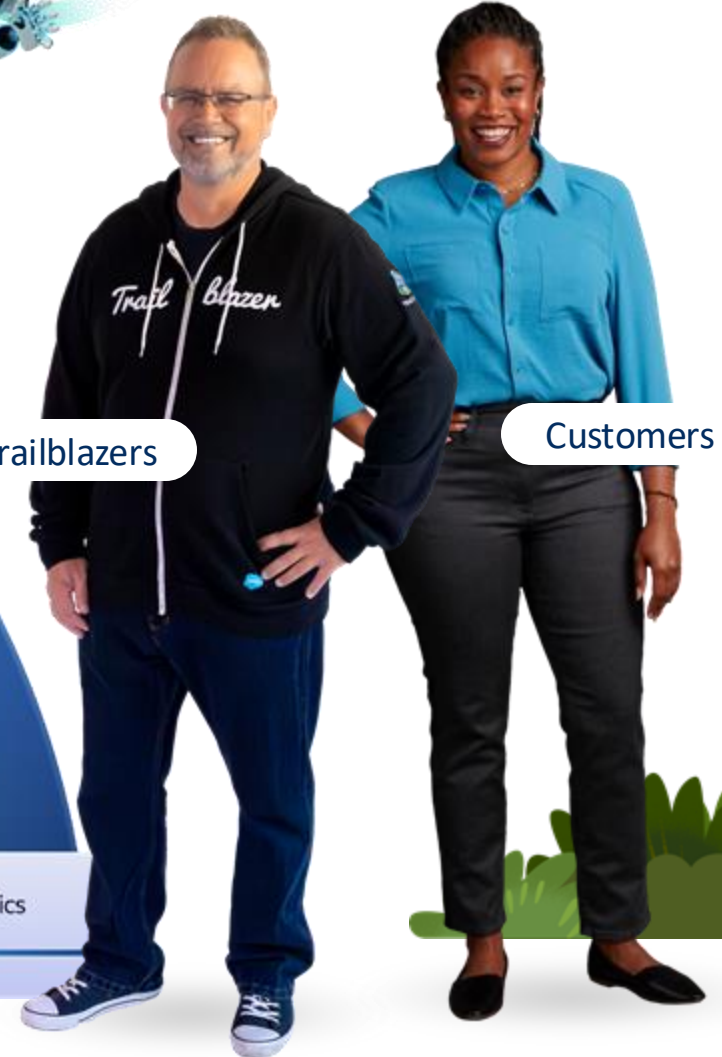
DICONIUM

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Sign Up!

and get a free
discovery workshop
(scan or click)

